

The **AMP Business Advisory Board** is comprised of certified businesses covering all four contracting areas including commodities, services, construction and design as well as community leaders whose mission is to work with small and disadvantage businesses. Board Initiatives Include:

- **The Business to Business Mentoring Initiative.**

The Board feels strongly that by providing a mechanism for support from a vendor's perspective, as well as individualized guidance to a clearer understanding of the public contracting process, representation of minority and women-owned businesses will increase.

- **The Department Assistance Initiative.**

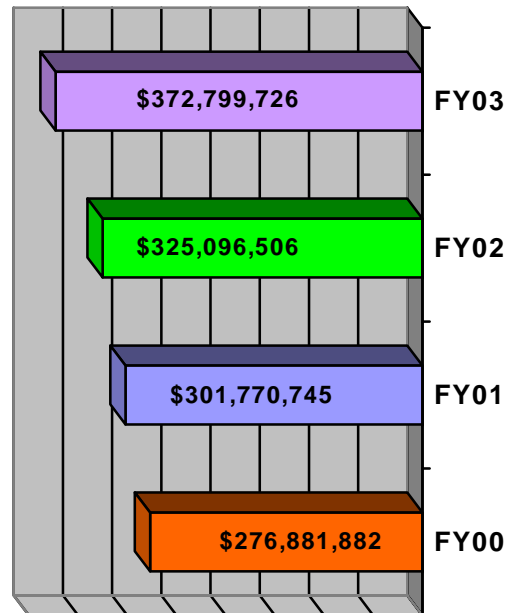
The Board has notified department heads that this initiative will be implemented in FY05. A Board Team will do a comprehensive review and research of a department's AMP performance and activity going back two fiscal years. Using this data will identify departments to meet with for support and assistance.

- **Coordinator Survey Initiative.**

The Board surveys department coordinators and their team every fiscal year to assess program issues and concerns. Responses to surveys provide direction for fiscal year initiatives.

- **Outreach/Education Initiative.**

The Board meets regularly with members of the Black Legislative Caucus and other elected officials. The Board leads forums and trainings geared towards the M/WBE vendor community.



AMP Works!

M/WBE Combined Statewide Goods & Services AMP Expenditures

FY03	\$372,799,726
FY02	\$325,096,506
FY01	\$301,770,745
FY00	\$276,881,882
Total	\$1,276,548,859



OPERATIONAL SERVICES DIVISION

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OPERATIONAL SERVICES
DIVISION

AFFIRMATIVE MARKET PROGRAM

Assisting Women and
Minority-Owned
 Businesses that are
 SOWMBA Certified to
Participate in Procuring
 Contracts with State
 Agencies

Tel: 617-720-3300

Affirmative Market Program –
Established by *Executive Order 390*.

Objectives include increasing participation of certified Minority and Women-Owned Businesses (M/WBEs).

Comments from M/WBEs:

“Thank you for your generous time last week and the mentoring skills you offer for AMP. You were GREAT!”

**- Protégé
New England Office Supply**

“I recently had the wonderful opportunity to meet with many of the agency Affirmative Market Coordinators in a series called “Meet the Vendor”. It was great to have this intimate forum to explain how my company could help their agencies, but I was also happy to have a chance to thank this group of individuals who work so hard to help build small woman owned businesses like mine.”

**- Robin Cohen-Almeida,
Chameleon Consulting WBE**



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**Both AMP and SOMWBA Provide Important Services to Minority & Women-Owned Businesses
BUT There Are Differences Between the Programs...**



- Housed within the Operational Services Division, State's procurement office to increase business opportunities for M/WBEs
- Responsible for increasing M/WBE participation in State Wide Contracts (247 M/WBEs participated on SWC)
- Sponsors 2 vendor procurement trainings attended by over 200 participating vendors in FY03 and FY04
- Coordinates 2 statewide annual networking events with over 400 attendees to highlight the importance of minority and women-owned businesses
- Schedules “Meet the Vendor” Series, a direct marketing opportunity, for 19 M/WBEs in FY03 and FY04
- Tracks fiscal year spending on M/WBE resulting in 15% increase in FY03 from previous fiscal year in goods and services
- Provides Business to Business Mentoring to 20 vendors in FY04
- Monitors departmental compliance of *E.O. 390* and departmental performance in meeting spending benchmarks
- Works with nearly 100 Department AMP Coordinators
- Publishes quarterly newsletters
- Provides one-to-one assistance to departments and certified companies
- Tracks Departmental AMP Expenditures on Intranet Report
- Posts on-line procurement information at www.mass.gov/amp



- Housed within the MA Department of Business & Technology, Executive Office of Economic Development to increase access to the state's array of business assistance and development programs
- Responsible for CERTIFYING businesses that meet eligibility requirements for minority and women-owned business status (MBE, WBE) to work under the AMP
- SOMWBA certification is a marketing tool for businesses to use with state agencies and departments that participate in the Affirmative Market Program
- On-line directories of certified business enterprises (MBE/WBE, DBE) and non-profits (M/WNPO) at www.somwba.state.ma.us
- Offers Precertification Workshops. Workshops are available online or with an instructor in small groups.
- Held 48 group workshops in FY 2004
- Workshop Attendees for FY04: 512 – Online & 358 Instructor – Led = 870 Total Attendees
902 M&WBE Applications were received in FY 2004
- 1073 M&WBE Applications were completed in FY 2004